



Westerner Days Market

Application Package

July 15 - 19, 2026

Westerner Days Fair & Exposition

2026 Market Application Package

Welcome to the Westerner Days Market!

Join us in creating an unforgettable week long shopping experience for thousands of visitors at the indoor 'MARKET' at Westerner Days. We've refreshed the market to highlight Central Alberta's talented vendors, creators, businesses and unique community services.

Held in the Prairie Pavilion, this unique shopping destination offers guests the perfect mix of local creations and exceptional finds. It's an opportunity to showcase your products/services in an engaging, vibrant setting.

To secure a spot, please complete our online application and include a brief description of your exhibit and the items you'll have for sale. We are thrilled to have your interest in participating at this year's Market!

Market Hours

Move - In

| | |
|--------------------------|--------------------|
| Tuesday, July 14, 2026 | 10:00 am - 9:00 pm |
| Wednesday, July 15, 2026 | 8:00 am - 11:00 am |

NEW

New This Year

Mini Entrepreneur Market for
aspiring business owners under 18
years of age.

See Page 11

Vendors can check in and start taking possession of their booth(s) with scheduled access on Tuesday, July 14, 2026. During this time, vendors will also pick up their (3) weekly admission passes. These passes are needed to access the grounds during the fair. A designated representative will need to sign for these. A schedule will be provided 30 days prior to move-in to advise access times for move-in based on the booth location.

Any vendors who have not checked in by 9:00 pm on Tuesday, July 14 may have their booth released and resold. If you are unable to check in before this time, please notify the show manager to arrange an alternative check-in time.

Booths must be set up, stocked, and staffed for all show hours.

Show Hours

| | |
|--------------------------|--------------------|
| Wednesday, July 15, 2026 | 12:00 pm - 9:00 pm |
| Thursday, July 16, 2026 | 12:00 pm - 9:00 pm |
| Friday, July 17, 2026 | 12:00 pm - 9:00 pm |
| Saturday, July 18, 2026 | 12:00 pm - 9:00 pm |
| Sunday, July 19, 2026 | 12:00 pm - 8:00 pm |

Move - Out

| | |
|-----------------------|--------------------|
| Sunday, July 19, 2026 | 8:00 pm - 12:00 am |
| Monday, July 20, 2026 | 8:00 am - 12:00 am |

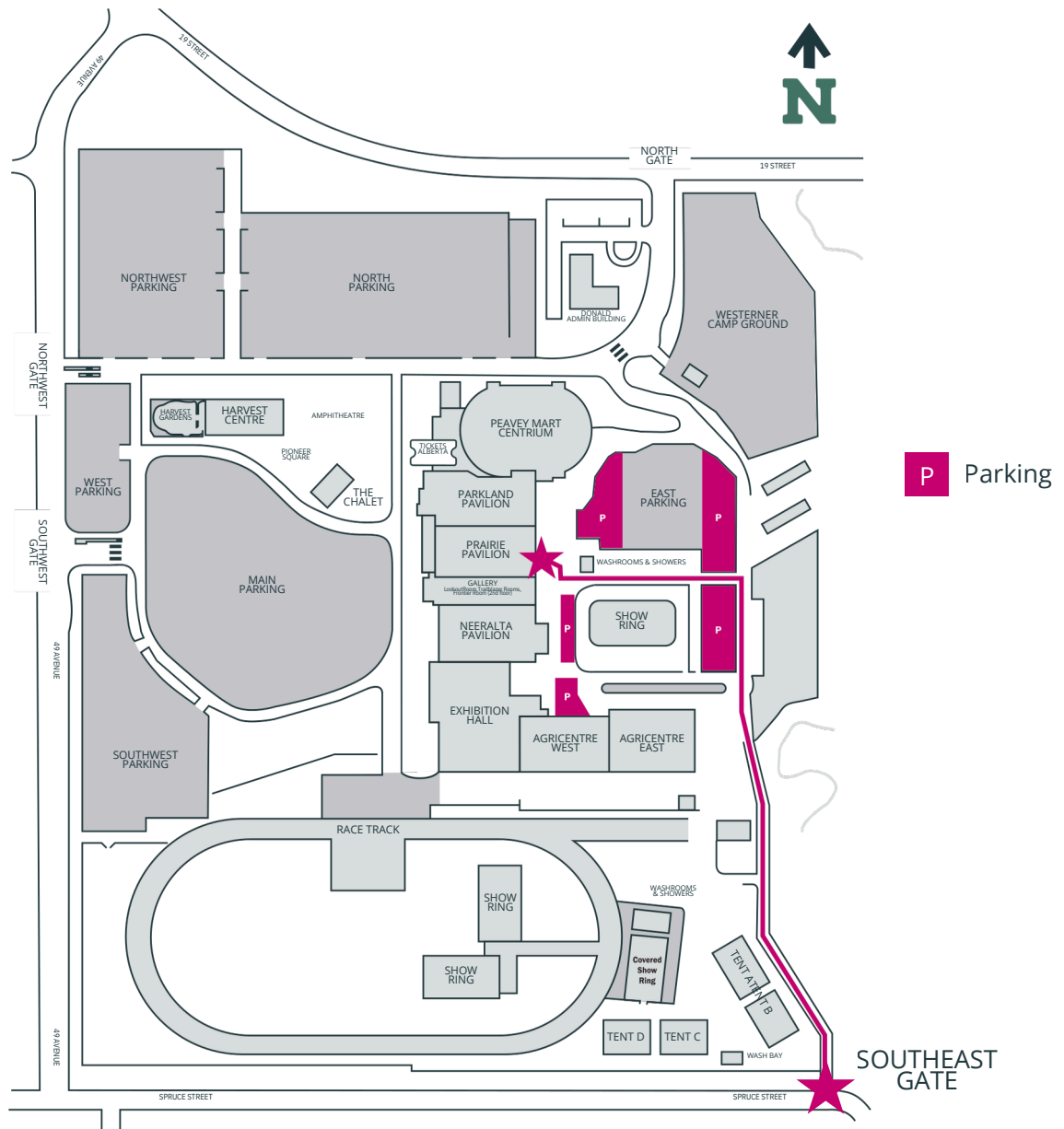
Booths must not be taken down or removed until 8:00 pm on Sunday, July 19. Early move-out is not permitted. Vendors must leave their booths free and clear of any debris or garbage from 12:00 pm on Monday, July 20, 2026. Any exhibit not removed by that time will be removed at the vendor's expense.

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Vendor Check-In Location

Vendors will check in at the location marked by a star on the map below before move-in. From check-in, vendors will be directed to move-in locations and parking areas.

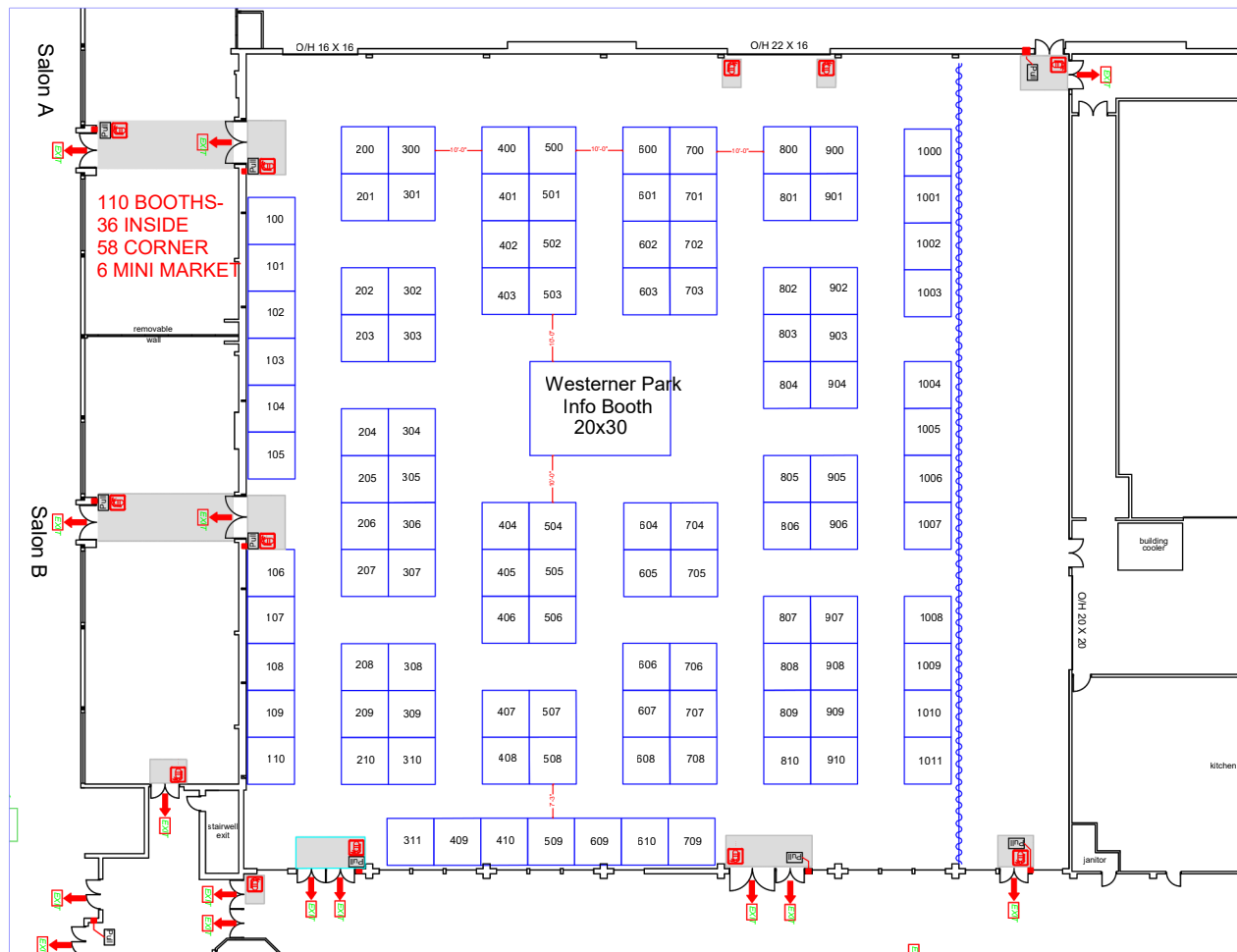
In order to avoid lineups and congestion at main entry gates during show times, all exhibitors are expected to use the southeast gate for entry and exiting the site (path is marked on the map below). Entrance through exit gates is prohibited.



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Floor Plan

Below you will find The Market floor plan. Please respond in the online application with the booth numbers of your top three (3) booth location choices. Booth placement priority will be given in order of those with completed payment and insurance received.



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Cancellation

The Vendor may cancel this agreement with written notice up to 30 days (June 15, 2026) before show opening. The amount paid will be refunded, less a \$100.00 administration fee. No refunds will be made for cancellations with less than 30 days written notice before show opening.

Liability Insurance Requirements

Each vendor must provide a certificate of Commercial General Liability Insurance with a minimum limit of \$2,000,000.00 coverage for each occurrence before moving in. Your insurance policy must name The Westerner Exposition Association and The City of Red Deer as additional insured and must be submitted no later than July 2, 2026, unless previously arranged.

Standards, Regulations and Conditions

Product Regulations

These regulations apply to all Westerner Days Market vendors. Applications received that fall into one or more of the following categories will not be considered and will not be permitted:

- Obscene or offensive products. (As per the discretion of Westerner Park management)
- Network marketing and multi-level-marketing recruitment.
- Products not meeting Canada Consumer and Corporate Affairs regulations or products not C.S.A. approved.
- Alcohol, cannabis, or tobacco products - including but not limited to alcoholic beverages, consumable cannabis, cigars, cigarettes, smokeless tobacco, paraphernalia, or lighters.
- Weapons of any kind at the discussion: Including but not limited to folding, pocket or hunting knives, swords, daggers, guns and firearms or
- Display, sales or advocacy of items or paraphernalia that may promote the use of illegal drugs in any way.
- Helium balloons, open flame candles or confetti.
- Bubble makers or bubble machines.

Booth Requirements

- All booths shall be constructed to be professional in appearance.
- All booths must accommodate customers without blocking the aisle or crowding other vendors.
- All products should fit proportionately into the area, and tiered merchandise display units or shelving should be used where necessary.
- Signage shall be professional and indicate the company name, product or service and pricing.

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Standards, Regulations and Conditions

Booth Requirements (cont.)

- All booths providing personal services (products or services that entail skin contact) and booths selling, handling or sampling food are required to complete AHS permits prior to show opening.
- All representatives are to remain with their respective booths / areas to ensure any activity of sales do not impede any other vendor by noise or distraction.

Booth Inclusions

- 10 ft x 10 ft floor space.
- 8 ft tall draped back wall. 8 ft tall draped side walls.
- Three (3) weekly admission passes.
- Social media post(s) - please provide social media handles & professional images/videos
- Listing on the Westerner Days website, including link to vendor website if link is provided.

Booth Exclusions

- Carpet
- Table, Chair/Seating
- Power
- Wi-Fi and internet service

Booth amenities and internet service are available through exclusive on-site providers.

[GOODKEY EXHIBITOR KIT](#)

Goodkey Show Services is the official display contractor and exclusive trade show provider for Westerner Park provides services including, but not limited to, exhibition booths, trade show signage, specialty lighting, temporary power, forklift services, onsite receiving and overnight storage, etc. Please include the request in the exhibitor package you will receive with your application acceptance notice, and connect directly with Calvin Goodkey at 877.726.2211, calvin@goodkey.com.

If you require internet, please advise the show manager of your requirements.

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Rules & Regulations

Exclusive Supply and Advertising

Westerner Park is proud of its corporate partnerships. These agreements provide for exclusive product supply on Westerner Park. The show manager will keep all vendors updated as to new sponsors after the printing of this information document, where possible conflicts may arise. At no time can any sourced products conflict with official sponsors and suppliers of Westerner Park.

Exclusive product suppliers:

PepsiCo and Legend Water

Any soft drinks, juices, juice drinks, isotonic energy drinks, ready-to-drink iced teas and coffees and canned water sold or provided by vendors must be PepsiCo and Legend Water. These include Pepsi, Diet Pepsi, Pepsi Zero Sugar, Dole, Gatorade, Ocean Spray, 7Up, Lipton, Mountain Dew, and Legend Water.

Fire Regulation

The use of any materials that are not flameproof or fire retardant is not permitted. Please be advised some tent toppers are not permitted due to regulation's with fire code. It is the responsibility of the Vendor to ensure displays follow safety protocols or to contact Red Deer Emergency Service.

Free Draws and Giveaways

Unless prohibited by law, vendors may conduct free draws or giveaways within their licensed area. Free draws and giveaways mean:

- No purchase, donation, demonstration, or registration is required to enter the draw to receive a prize or giveaway
- All draws for prizes must be completed before show closing on Sunday, July 19, 2026.
- Balloons, stickers and chewing gum are not permitted as give away items.
- Food or drink samples are not considered give away items.

Food and Beverage Samples

Alberta Health Services inspects and approves each booth that sells or samples food for consumption to the public. Serving sizes for sample products must not exceed 56 grams or 54 milliliters. All concession units must have a back-flow preventer installed and a health department inspection certificate. For specific information regarding food and food handling requirements please visit <https://www.albertahealthservices.ca/eph/Page13999.aspx>.

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Rules & Regulations

Goods and Services Tax

If your global sales exceed CAD \$30,000.00 per year, you must become 'registered' to collect Goods and Services Tax. This will require you to collect the 5% GST on all sales in Canada, and make remittance to Canada Customs and Revenue. For more information, please visit www.cra.arc.gc.ca or call 1.800.959.5525.

Personal Services

Personal services are defined as products or services that entail skin contact (hair styling/cutting, temporary tattoos, henna applications, skin creams, nail care, etc.) will be required to complete a form detailing infection control for each location. A record for service must be completed for booths with multiple products. These products and services must adhere to the guidelines set forth by Alberta Health Services.

Forms to be submitted to the Show Manager prior to June.

AHS inspection

AHS inspection time will be sent out prior to move in. Vendor to be moved in, and set up prior to inspection. Vendors will not be able to open if not approved by AHS.

For more information regarding personal services please visit <https://www.albertahealthservices.ca/eph/Page13999.aspx>.

Security

Westerner Park provides general, park and building security during non-show hours beginning July 14, 2026 at 9:00 pm. Each vendor is responsible for their own booth's contents. The presence of security does not constitute acceptance of any responsibility by Westerner Park for such security of vendor's products and booth contents. If you have any questions or concerns, please notify security as soon as possible.

Shipments

Westerner Park does not permit vendors to ship displays or materials to Westerner Park, as we cannot sign for any items. If you send your materials via a delivery service, you must make prior arrangements to meet them and escort them to the venue.

Goodkey Show Services can assist in accepting shipped packages. To arrange service, contact them directly at 1.877.726.2211.

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WESTERNER DAYS MINI MARKET FOR YOUNG ENTREPRENEURS

The Young Entrepreneurs Mini Market is designed for aspiring business owners under the age of 18 who are interested in bringing their products to the Westerner 2026 Market. The purpose of this is to encourage entrepreneurship among our youth community and offer them a place from which to start growing their Alberta-based business.

Participants must:

- Be under the age of 18 and reside in Alberta

Participants will receive:

- An 10x10 booth within our 2026 Westerner Market
- The opportunity to get their products in front of thousands of attendees
- Experience talking with customers about their business
- Exposure through the Westerner Days
- The chance to generate sales, earn money and grow their business

Market Costs:

Daily rate of \$50 per youth mini market vendor. Participants are required to have their own liability insurance which is available at an approximate rate of \$15 per market through Duuo Insurance. The Market Manager must receive a copy of the insurance upon acceptance.

Selling at the market:

- Table and one chair provided.
- Have a POS system and/or bring a cash float. ATM will be on site
- Plan how to display products in a visually appealing way as well in accordance with booth requirements
- Plan your signage and marketing material
- Choose dates that work for your schedule and be prepared
- You are required to be at the market for the entire duration of your commitment
- 12pm-9pm daily (vendors cannot leave early)
- Ensure you have read the market rules and regulations

*Booth setup and takedown must be done prior to and post-market days. No additional help is provided for setup/takedown

ARE YOU A FOOD VENDOR?

YES ☐ NO ☐

If so: Are you are low risk and do your products fall in accordance with AHS vendor regulations? You will be required to submit proof before participating in the Market.

MOVE IN TIMES: 10AM-12PM DAILY

MOVE OUT TIMES 9PM-10PM DAILY

WEEKLY MOVE IN; JULY 14 10AM-9PM/ JULY 15 8AM-11AM

WEEKLY MOVE OUT: JULY 19 8PM-12PM/JULY 20 8AM-12PM

Questions

If you have any questions about the program, please contact the Market Manager at mgalbraith@westernerpark.ca or 403-877-3995

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Booth Pricing & Extras

| Description | Cost (GST Included) | Quantity | Amount Payable |
|--|---------------------|----------|----------------|
| Inside Booth - 10'x10' | \$600 | | |
| Corner Booth 10'x10' | \$650.00 | | |
| Booth Selling Food - 10'x10' | \$700.00 | | |
| Youth Entrepreneur Booth - | \$50.00 PER DAY | | |
| Extra Weekly Admit Pass (3 included per booth) | \$40.00 | | |
| Internet (per vendor per week) | \$50.00 | | |
| Total Payable (GST included) | | | |

Application

Please fill out the online application below to apply for your spot in The Market. Signed Vendor Applications with full payment (including selling privileges) are due no later than July 1, 2026. Non-payment of booth rental will result in immediate cancellation of space allocation.

[Click Here to Fill Out Your Online Application](#)



**Or scan
to apply!**

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Have You Considered Becoming a Westerner Days Partner?

Be part of one of Central Alberta's most beloved summer traditions! Becoming a Westerner Days partner is your chance to showcase your business or group to thousands of attendees while supporting a cherished community event. With a variety of customizable partnership options, you can:

- Gain brand exposure through our highly anticipated events.
- Engage directly with families, young adults, and local businesses.
- Be part of a vibrant community experience that creates lasting memories.

View our sponsorship opportunities below and discover how we can tailor a package to suit your goals.

| SPONSORSHIP OPPORTUNITIES | | | | | | | | | | | | | |
|---|--------------------------------|----------------------------|---------------------------------|--------------------------------|------------------------------|--|-------------------------------|-----------------------|---------------------------|-------------------------|-----------------------------------|---------------------|------------------------|
| | Presenting Partner \$20,000 | Parade Partner \$10,000 | Entertainment Stage \$10,000 | Kidventure Pavilion \$7,000 | Junction Pavilion \$7,000 | Junction Emerging Artists Stage \$7,000 | Adventure Pavilion \$7,000 | The Market \$7,000 | Guest Services \$5,000 | Volunteer HQ \$6,000 | Food Trucks (Grub Hub) \$5,000 | Lanyards \$3,000 | Golf Carts, \$2,500 |
| PRINT ADVERTISING | | | | | | | | | | | | | |
| Westerner Daily Quick Guide | | | | | | | | | | | | | |
| Fence Scrim | | | | | | | | | | | | | |
| 19 th Street Print Billboard | | | | | | | | | | | | | |
| On Site Signage | | | | | | | | | | | | | |
| DIGITAL ADVERTISING | | | | | | | | | | | | | |
| Exterior Digital Screens | | | | | | | | | | | | | |
| Custom Content on Digital Displays | | | | | | | | | | | | | |
| Website | | | | | | | | | | | | | |
| Social Media Recognition | | | | | | | | | | | | | |
| Email Blasts (logo) | | | | | | | | | | | | | |
| Press Release - Quote Inclusion | | | | | | | | | | | | | |
| 19 th Street Digital Billboard | | | | | | | | | | | | | |
| ACTIVATIONS | | | | | | | | | | | | | |
| Guest Giveaway (Sponsor Cost) | | | | | | | | | | | | | |
| Market Booth (10'x10' Inside) | | | | | | | | | | | | | |
| ADMISSION PASSES | | | | | | | | | | | | | |
| Daily Admission Passes | | | | | | | | | | | | | |
| VIP 5-Day Access | | | | | | | | | | | | | |
| Preferred Parking Pass | | | | | | | | | | | | | |

Contact us today at tmcmechan@westernerpark.ca to explore the many opportunities available!